

CLAIMS

1. A method for billing for interactive television, comprising the acts of:

establishing an access restriction table for at least one consumer,
the access restriction table listing plural virtual channels and an access
flag for each channel;

enabling the consumer to use a television to access content
associated with a virtual channel;

selectively restricting access to content using the access flags;

recording at least one access record based on consumer access
activity related to the content; and

billing an entity at least partially based on the access record.

2. A method for billing for interactive television, comprising the acts of:

enabling a consumer to use a television to access content
provided by at least one of a Web server and a television signal source;

recording at least one access record based on consumer access
of the content; and

billing an entity at least partially based on the access record.

3. The method of Claim 2, wherein the entity is the consumer.

4. The method of Claim 2, wherein the entity is an owner or publisher of
accessed content.

5. The method of Claim 2, further comprising the act of:

restricting access to content using an access flag in an access restriction table.

6. The method of Claim 5, wherein the access restriction table correlates interactive television channel numbers to Web site addresses.

7. The method of Claim 2, further comprising the act of:
storing the access record in a database at the television.

8. The method of Claim 7, further comprising the acts of:
retrieving the access record from the database; and
determining whether the access record contains billable content.

9. The method of Claim 8, further comprising the acts of:
constructing a billing list of access records containing billable content; and
billing the entity at least partially based on the billing list.

10. An interactive television system, comprising:
at least one Web server;
at least one interactive television system server;
at least one television signal source; and
at least one interactive television, the interactive television
receiving information from the Web server, the interactive television
system server, and the television signal source, the interactive television
system server including a program for billing entities.

11. The system of Claim 10, wherein the program includes:
logic means for enabling a consumer to use a television to access content
provided by at least one Web server and at least one television signal source;
logic means for recording at least one access record based on consumer
access of the content; and

logic means for billing an entity at least partially based on the access record.

12. The system of Claim 11, wherein the entity is the consumer.

13. The system of Claim 11, wherein the entity is an owner or publisher of
accessed content.

14. The system of Claim 11, wherein the program further includes:

logic means for restricting access to content using an access flag in an access
restriction table.

15. The system of Claim 14, wherein the access restriction table correlates
interactive television channel numbers to Web site addresses.

16. The system of Claim 11, wherein the program further includes: logic
means for storing the access record in a database.

17. The system of Claim 16, wherein the program further includes: logic
means for retrieving the access record from the database; and

logic means for determining whether the access record contains billable
content.

18. The system of Claim 17, wherein the program further includes:

logic means for constructing a billing list of access records containing billable
content; and

logic means for billing the entity at least partially based on the billing list.

19. A method for billing for interactive television, comprising the acts of:

enabling a consumer to access content using an interactive
television system;

recording at least one access record based on consumer access of
content; and

billing an entity at least partially based on the access record.

20. The method of Claim 19, wherein the entity is the consumer.

21. The method of Claim 19, wherein the entity is an owner or publisher of
accessed content.

22. The method of Claim 19, further comprising the act of:

restricting access to content using an access flag in an access restriction table.

23. The method of Claim 22, wherein the access restriction table correlates
interactive television channel numbers to Web site addresses.

24. The method of Claim 19, further comprising the act of:

storing the access record in a database.

25. The method of Claim 24, further comprising the acts of:

retrieving the access record from the database; and

determining whether the access record contains billable content.

26. The method of Claim 25, further comprising the acts of:

constructing a billing list of access records containing billable content; and

billing the entity at least partially based on the billing list.